

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the *Campaign's* Television Spots (Phone Sample)

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called~~ about *5 a Day-Power Play!*?

	Aware of the <i>Campaign's</i> Television Spots, Percent of Children
Total	40
Gender	
Males	44
Females	36
Ethnicity	
White	35
African American	35
Latino	43
Asian/Other	47
Income	
≤\$19,999	56 *
\$20,000 - \$49,999	40
≥\$50,000	36
Federal Poverty Level	
≤ 185%	51 **
> 185%	35
Food Stamps	
Yes	35
No	41
Overweight Status	
Not at Risk	37
At Risk/Overweight	46
Physical Activity	
≥60 minutes	38
<60 minutes	43
School Breakfast	
Yes	39
No	40
School Lunch	
Yes	41
No	39
Nutrition Lesson	
Yes	40
No	41
Exercise Lesson	
Yes	42
No	36

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* $p < .05$

** $p < .01$